

UNITED STATES PATENT AND TRADEMARK OFFICE

RECEIVED
DEC 28 2001
Group 2130

In re Application of: Alan D. Gould et al.	Docket No.: 50442.010200
Serial No.: 09/917,792	Art Unit: 2163
Filing Date: July 31, 2001	Examiner:
Title Computerized System and Method for Increasing the Effectiveness of Advertising	

DECLARATION FOR PATENT APPLICATION AND APPOINTMENT OF ATTORNEY

DECLARATION OF SOLE OR JOINT INVENTOR

As a below-named inventor, I hereby declare that my residence, post office address and citizenship are as stated below next to my name; I believe that I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention (Design, if applicable) entitled above, the specification of which is either attached hereto, or was filed on the date listed above as with the Application Serial Number listed above (whichever is applicable).

REVIEW AND UNDERSTOOD CLAUSE

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment(s). I acknowledge the duty to disclose information which is material to the examination of this application in accordance with *Title 37, Code of Federal Regulations, §1.56(a)*.

DOMESTIC PRIORITY CLAIM

I hereby claim the benefit under *Title 35, United States Code, § 120* of any United States application(s) or PCT International Application(s) designating The United States of America listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in that/those prior application(s) in the manner provided by the first paragraph of *Title 35, United States Code § 112*, I acknowledge the duty to disclose material information as defined in *Title 37, Code of Federal Regulations, § 1.56(a)* which occurred between the filing date of the prior application(s) and the national or PCT international filing date of this application:

APPLICATION NUMBER	FILING DATE	STATUS (Patented, Pending, Abandoned)
60/221,776	July 31, 2000	Pending

DECLARATION FOR PATENT APPLICATION AND APPOINTMENT OF ATTORNEY**FOREIGN PRIORITY CLAIM**

I hereby claim foreign priority benefits under *Title 35, United States Code § 119* of any foreign application(s) for patent or inventor's certificate or of any PCT International Application(s) designating at least one country other than the United States of America listed below and have also identified below any foreign application(s) for patent or inventor's certificate or of any PCT International application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) on which the priority is claimed.

APPLICATION NUMBER	FILING DATE	COUNTRY

WILLFUL FALSE STATEMENT CLAUSE

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine, or imprisonment, or both, under *Section 1001 Title 18 of the United States Code*, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

CORRESPONDENCE ADDRESS

Please send all correspondence with regard to the above-captioned application to:

Richard E. Kurtz, II
GREENBERG TRAURIG
1750 TYSONS BLVD, 12TH FLOOR
MCLEAN, VIRGINIA 22102

CUSTOMER NUMBER: 22191

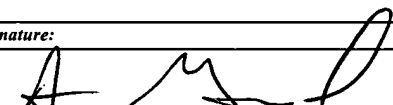
Direct all phone inquiries to: 703-749-1330

POWER OF ATTORNEY


I (We) hereby appoint as my (our) attorneys, with full powers of substitution and revocation, to prosecute this application and transact all business in the Patent and Trademark Office connected therewith the following registered Patent Attorneys:

NAME	REG. NO.	NAME	REG. NO.
Barry Magidoff	21,064	Brad S. Needleman	40,416
Albert L. Jacobs, Jr.	22,211	George S. Bardmesser	44,020
Paul J. Sutton	24,201	Paul L. Ratcliffe	45,290
Gerald F. Diebner	31,345	Elizabeth S. Lapadula	46,001
Paul F. McQuade	31,542	David Heath	46,763
Mark A. Wurm	31,682	Vincent Serrao	47,072
Eugene C. Rzucidlo	31,900	Beverly Lubit	47,759
Joseph M. Manak	33,013		
Mark A. Farley	33,170		
Anthony Barkume	33,831		
Richard E. Kurtz	33,936		
Adam B. Landa	35,236		

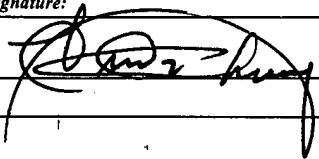
FIRST OR SOLE INVENTOR INFORMATION

Full Name	Citizenship
Alan D. Gould	United States
Residence Address	City:
45 W. 95th Street	New York
State	Zip Code
New York	10025
Country:	
UNITED STATES	
Date:	Signature:
9/28/01	


SECOND INVENTOR INFORMATION

Full Name	Citizenship
Kenneth S. Orkin	United States
Residence Address	City:
394 Bleeker Street, Apt 2	New York
State	Zip Code
New York	10014
Country:	
UNITED STATES	
Date:	Signature:
9/28/01	

THIRD INVENTOR INFORMATION

Full Name	Citizenship
Trevor Chung	Canada
Residence Address	City:
120 Sullivan Street, Ap. #4-B	New York
State	Zip Code
New York	10012
Country:	
UNITED STATES	
Date:	Signature:
9/28/2001	

FOURTH INVENTOR INFORMATION

Full Name	Citizenship
Cheryl Idell	United States "
Residence Address	City:
158 Harold Road	Hewlett Neck
State	Zip Code
New York	11598
Country:	
UNITED STATES	
Date:	Signature:
9/28/2001	

FIFTH INVENTOR INFORMATION

Full Name	Citizenship
Residence Address	City:
State	Zip Code
Country:	
UNITED STATES	
Date:	Signature: